

Nomination: 8635

Blue-Collar Buddy System

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

pladis

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Blue-Collar Buddy System

Category

B01 - B64 Achievement > B28 - Achievement in New Employee Onboarding

Achievement Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

Ülker Gebze factory houses approximately 1,000 blue-collar employees. Recently, due to factors such as mobility and early retirement in the Gebze region, in 2023 the factory lost its blue-collar skills. Between March and November, 520 people quit their jobs and 540 people started to work in the same period.

It is known that the experience of employees in the first days when they start a new job has an impact on the employee's loyalty to the company. Research shows that a significant proportion of employees decide to quit within the first few months. 40% of employees who leave work within the first year take this decision within the first 90 days. The startup phase is crucial for setting expectations, integrating new employees into the company culture, and providing necessary training. An effective orientation can increase new employee engagement by 82% and increase overall employee engagement by 33%; poor orientation experiences double the likelihood that new employees will seek employment. Employees who feel unsupported in their new job are three times more likely to explore new job options.

"Blue Collar Buddy System" was designed to support new employees in blue-collar positions. It helps them feel valued and familiarized from day one.

b. Outline the team's or organization's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

The Blue-Collar Buddy System is a mentoring system in which newly recruited employees at the Ülker Gebze factory are matched with experienced and highly engaged operators.

The program aims to boost the engagement of newly hired employees by reducing their adjustment period. This is done to prevent knowledge and skill gaps resulting from employee turnover and subsequent workplace accidents and to maintain consistent job quality and productivity.

Firstly, in the program, 44 key employees with critical knowledge and skills in the factory, who can also serve as role models and have high commitment, were identified. Buddies are included in a training program at the beginning of the process and had the opportunity to develop competencies in areas such as;

-Empathy and Communication Skills,

-Stress and Anxiety Management,

-Motivation,

-Problem Solving and Conflict Management,

-Workplace Stress.

Thanks to the training program, buddies have increased their self-confidence and had the opportunity to prepare themselves to lead other employees.

Employees who started working as Buddies were paired with new staff. In the first days, buddies supported new employees with communication, in-factory operations, and accessing needed support.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required

So far, 263 individuals have joined the Blue-Collar Buddy System, allowing them to receive support from their colleagues from their first days on the job.

The Blue-Collar Buddy System has significantly contributed to meeting departure targets during the initial design phase at the factory. Due to its success, the program is now being implemented in factories other than the Gebze factory.

Employee Retention: At the end of 2023, the blue-collar turnover rate of the Gebze factory was 54.43% in the period of high turnover rates before the Blue-Collar Buddy System. In order to understand the effect of the Blue-Collar Buddy System on turnover rates, the turnover rates of new employees who received buddy support were examined. Accordingly, the turnover rate among new employees receiving buddy support was 28.14%, which is half of the general rate. The factory-wide turnover rate for blue-collar workers also improved significantly, decreasing to 18.6% YTD 2024. Among the employees working as Buddy, there has been no turnover in 1 year, and all buddies continue their duties. These data show the positive effect of the program on commitment.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Apart from improving employee retention, the Blue-Collar Buddy System also positively impacts absenteeism rates, accident frequency, customer complaints, and the generation of new suggestions:

-Thanks to Buddy's mentoring on work discipline and attendance, the dedication of new employees increased, and the absenteeism rate decreased to 3.01% in 2023 and 2.55% in the first half of 2024.

-Thanks to the buddy program, the awareness of the safe behavior culture among newly recruited employees has increased, resulting in a significant decrease in the frequency of accidents. While the accident frequency rate was 1.54% at the end of 2023, 2024 YTD decreased to 0.46%. None of the employees in the program experienced occupational accidents resulting in lost workdays.

-Employees participating in the Blue-Collar Buddy System also made significant contributions by offering new suggestions for improving the factory and its processes. After November 2023, 14% of the suggestions submitted to the Mind Cube system, where factory-specific suggestions were collected, came from employees who had received support from their buddies.

Supporting Documents:

Apx1-Video: Testimonials

The comments and project details of all stakeholders of the project related to the Blue-Collar Buddy System are given in this video.

Apx2-Presentation: Blue Collar Buddy System Summary

Apx3-Document: Program-in-Details

Webpage Link

<https://youtu.be/qwglOe-eub0> (<https://youtu.be/qwglOe-eub0>)

Would you like to add an additional webpage link?

No

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/21325/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyMTMyNSwiYWxs3dOb3RTaWduZWVcmwiOiJGYWxzZSIImInbM9Apx2-%20Blue-Collar%20Buddy%20System%20Summary.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/21326/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyMTMyNiwiYWxs3dOb3RTaWduZWVcmwiOiJGYWxzZSIImInbM9Apx3-Project%20in%20Detail.pdf>)

Would you like to add an additional supporting document?

No

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